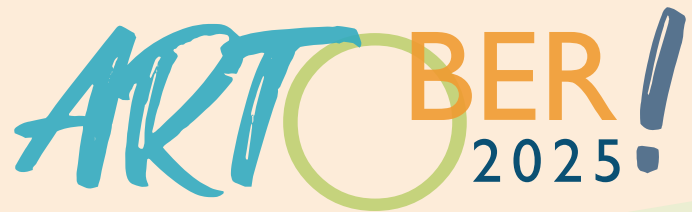




Presents



You are invited to participate in the 6th Annual ARTOber 2025 celebrating the Delaware River Valley region's arts & culture events taking place during the 31 days of October.

Who We Are: River Arts Collective (RAC) is a marketing and programming coalition of participating arts and culture organizations, galleries and businesses that join forces in October during peak fall foliage to invite the public to experience the Delaware River Valley's extraordinary arts, cultural, hospitality and entertainment venues during its ARTOber Festival.

Established as a neutral independent, non-competing cooperative organization, now in its sixth year, River Arts Collective and its ARTOber festival has grown from 12 partners in 2019 to 50 for ARTOber 2025.

CLICK HERE TO ENJOY A LOOK AT ARTOBER 2024



Go to — <https://vimeo.com/1014504885>

Where We Are Going: RAC anticipates increasing the number of campaign partners for the ARTOber 2025 festival with a two month media campaign in print, digital, social media, video and in the press.

The ARTOber Brand: The following marketing materials were produced for ARTOber 2024 and are a good example of the quality of the effort and a guide for what will be produced this year. The outreach promotional media campaign package included:

3,000 full color printed brochures, 1,000 post card drops, a street poster campaign, a RAC micro site, purchased ads in local newspapers and magazines, a customizable social media posting template for

each participant to use in support of the campaign, and a :30 & :15 video spot to be used for social media and website posting. All marketing/promotional materials are made available free-of-charge to each RAC participant to add to their existing outreach efforts.

A key element for expanding and amplifying the audience reach of this co-op marketing plan is for each of our 40-50 cooperative partners to include your ARTOber Festival events and activities into the mix of the content you normally publish in your newsletters, websites and social media outreach during the course of the 30-day Festival!

In 2025, the media reach will be expanded into the greater Philadelphia and New York metro areas.



The River Arts Collective has organized a series of “engagement tiers” to be chosen depending on the desired level of your participation:

Tier 1:	Co-Presenting Patrons and Sponsors	\$1,000
Tier 2:	Art & Cultural Organizations	\$500
Tier 3:	Gallery Partners	\$250
	Business & Trade Associations	\$250
Tier 4:	Business & Merchant Partners	\$150

NEW Programming & Activities For 2025: RAC is offering key-note named partnership sponsor participation for the following program offerings that are on the drawing board. We are actively presenting these partnership sponsor opportunities to potential co-sponsor partners. All participating partners are welcome to consider participating in this partial programming list:

ARTOber Art Film Series: A curated screening program that profiles luminary artists new and old, the artistic process, and overall insight into the contemporary art world today. Each participating screening partner will choose one day each week during the month-long festival to present this exciting art-based theatrical screening program.

ARTOber ART Auction: Exhibiting partners are invited to choose works of art from their individual exhibition programs, or from members, to be auctioned during a special evening to benefit the chosen artist, the organizing exhibiting partner and RAC.

ARTOber Window Program: RAC will secure display window space from participating business partners in their establishments. The window inventory that is secured will be shared with the exhibiting ARTOber partners who will identify artists from their programs willing to participate.

Makers Studio Visits: Working artist studios have been identified to participate in studio visits led by the professional artist who will discuss how their studio is laid out and organized, essential studio and other production techniques that each artist follows will be explored. This ticketed event is open to artists and the interested public for a fee to attend.

ARTOber Halloween Trail: A favorite activity every year, the art loving public is invited to follow a self-guided “art trail” and visit participating art exhibitions, galleries, merchants and restaurant partners in beautiful Bucks and Hunterdon counties. Costumes – optional!

ARTxKIDS Exhibition: RAC is proposing a exhibit of children’s artworks to be on view in a dedicated ARTOber partner space and potentially on view in the ARTOber Window program. Each of the participating exhibition partners will identify and secure artworks made by the member’s children of that organization.

WDVR Radio “Art focus for ARTOber”: RAC, in partnership with WDVR is planning to produce a ½ hour weekly on-air radio show preview of all the outstanding art and cultural events and activities that are being programmed by over 50+ art and design galleries, museum exhibitions, artist studio visits during the ARTOber Festival.

All sponsored packages will be customized and priced to suit the marketing and promotional needs of our sponsoring partners.

For more information, and to inquire on the above programming opportunities,
email: aros@aroscommunications.com



River Arts Collective (RAC) is a member in good standing with Fractured Atlas, the certified 501(c) 3 fiscal sponsor umbrella that administers our non-profit fundraising efforts.